

## "Don'ts" That Make Mercantile Success

By HARLOW N. HIGGINBOTHAM.

Often I am asked by the country merchant for a few simple rules seasoned by experience—a terse statement of the cardinal principles



Harlow N. Higginbotham.

which embody the hard sense of dealing over the counter. Repeatedly I have given them expression in private letters, public addresses and printed interviews and articles; but for sake of variety I will this time put them in a negative form which may be called THE MERCHANT'S DON'T LIST.

**DON'T TRY TO DECEIVE THE CREDIT MAN** at the wholesale house. He is too keen to be hoodwinked by sharper men than you. If he were not he couldn't hold his job for a week. That's his business and he works at it every day in the week save Sunday. His suspicions are acute and his distrusts are intuitive. He sizes up men on the score of integrity from one year's end to another. In fact he

is a SPECIALIST IN THE DISEASE OF COMMERCIAL DISHONESTY and the case which the modern credit man of the large metropolitan wholesale house cannot diagnose for what it is must be marvelously concealed. Consequently it is far better to be frank with him, even to a fault. If he once finds you are trying to cover up the facts, he will always afterwards discount your best fortified statements and even the evidence of his own senses.

**DON'T LET YOUR STOCK GET STALE.** A small stream will keep a large pond fresh and sparkling; but the pool that is filled up and let to stand without change soon becomes a mudpuddle. So with a stock of goods. Filling and emptying by fits and turns, with long stagnant intervals between will attract the SHERIFF instead of CUSTOMERS. Let a little stream of fresh goods trickle in upon your counters and there will always be an outlet for it.

**DON'T DO THE WORK YOUR CLERKS AND HELPERS ARE HIRED TO DO.** Such a course is a quick way for an employer to change places on the payroll with the clerk who uses his head while the proprietor of the place works with his hands. Some merchants seem to think that the size of their profits must correspond with the number and violence of their motions. These are the storekeepers who close out to their clerks or take refuge under the wing of the federal bankruptcy act.

**DON'T LET YOUR HELP THINK THAT THE LOYALTY IS ALL ON THEIR SIDE.** When they do it will suddenly evaporate. Give them cause to believe that you will stand by them as heartily and as squarely as you expect them to stand by you.

**DON'T LET YOUR PLACE OF BUSINESS LOOK SLOUCHY.** A picturesque atmosphere may be suitable for an artist's studio, but it is fatal to the success of a grocery store or a dry goods house—even of the cross roads variety. Neatness, taste and cleanliness must be characteristic of the counter that draws trade in these days of progress and discernment.

*H. Higginbotham*

"Let him appoint officers over the land, and take up the fifth part of the land of Egypt in the seven plentiful years."

### Biblical Prophecy for Life Insurance

By REV. T. DEWITT TALMAGE.

These were the words of Joseph, the president of the first life insurance company that the world ever saw. Pharaoh had a dream that distracted him. He thought he stood on the banks of the River Nile and saw, coming up out of the river, seven fat, sleek, glossy cows; and they began to browse in the thick grass. Nothing frightful about that. But after them, coming up out of the same river, he saw seven cows that were gaunt and starved, and the worst looking cows that had ever been seen in the land, and in the ferocity of hunger they devoured their seven fat predecessors. Pharaoh, the king, sent for Joseph to decipher these midnight hieroglyphics. Joseph made short work of it, and intimated: "The seven fat cows that came out of the river are seven years with plenty to eat; the seven emaciated cows that followed them are seven years with nothing to eat; now," said Joseph, "let us take one-fifth of the corn crop of the seven prosperous years and keep it as a provision for the seven years in which there shall be no crop." The king took the counsel and appointed Joseph, because of his integrity and public spiritedness, as the president of the undertaking. The farmers paid one-fifth of their income as a premium. In all the towns and cities of the land there were branch houses. This great Egyptian life insurance company had millions of dollars as assets. After awhile the dark days came, and the whole nation would have starved if it had not been for the provision they had made for the future. BUT NOW THESE SUFFERING FAMILIES HAVE NOTHING TO DO BUT GO UP AND COLLECT THE AMOUNT OF THEIR LIFE POLICIES.

The utter indifference of many people on the important subject of life insurance accounts for much of the crime and the pauperism of our day. Who are these children sweeping the crossings with broken brooms, and begging of you a penny as you go by? Who are these lost souls gliding under the gaslight in thin shawls? Ah! they are the victims of want; in many of the cases the forecast of parents and grandparents might have prevented it. God only knows how they struggled to do right; they prayed until the tears froze on their cheek; they sewed on the sack until the breaking of the day, but they could not get enough money to pay the rent; they could not get enough money to decently clothe themselves, and one day in that wretched home the angel of purity and the angel of crime fought a great fight between the empty bread tray and the fireless hearth, and the black-winged angel shrieked: "Aha! I have won the day!"

If there be anything more pitiable than a woman delicately brought up, and, on her marriage day, by an indulgent father, given to a man to whom she is the chief joy and pride of life until the moment of his death, and then that same woman going out with helpless children at her back to struggle for bread in a world where brawny muscle and ruggedness of soul are necessary—I say, if there be anything more pitiable than that, I don't know what it is.

Miss Pessie Stewart left for Levasy Tuesday evening for a visit to friends and relatives.

Miss Edna Carthrae, of Corder, arrived Tuesday evening for a visit to Mrs. Ed. Moorman.

Tom Batton returned to his home in Kansas City Wednesday evening, after a visit to friends in this city.

Miss Sallie Erskine went to Kansas City Sunday afternoon, after a visit of two days with her parents, John Erskine and wife.

Mrs. J. B. Davis and little daughter, Helen, came down from Independence Monday morning to spend the day with Gordon White and family.

The transfer company keeps a call book at the Mammoth livery stable, and on at the Grand Central hotel. Leave orders at these places 16-27-11

Mrs. Clarence Vivion went to Higginsville Tuesday morning to be present at a meeting of the Happy Hour club, of which she is a member.

Clarence Kinney announces to his friends in the county that in addition to the transfer business he conducts a first-class feed stable. Lowest rates and best service. 11

Capt. J. Q. Plattenburg left Saturday morning for a visit at Jefferson City and St. Louis. At the former place he will visit his sister, Mrs. Jennie Edwards.

We refund 10 cents for every package of Putnam Fadeless Dye that fails to give satisfaction. Monroe Drug Co., Unionville, Mo. Sold by C. W. Loomis. 2-22m1

John Ackerman, of St. Joseph, who has been visiting the family of his uncle, Frank Haberkorn, for the past ten days, returned to his home Wednesday morning.

When children have earache, saturate a piece of cotton with Ballard's Snow Liniment, and place it in the ear. It will stop the pain quickly. Price, 25 and 50 cents. For sale by Crenshaw & Young.

Born, to the wife of Sanford Thornton, Saturday afternoon, a girl. Mother and child doing nicely and Papa Thornton wears a smile that reaches from ear to ear.

No one knows the unbearable torture one undergoes from piles unless they are so afflicted. Tabler's Bucheye Pile Ointment is a quick, safe and painless cure. Price, 50 cents in bottles. Tubes, 75 cents. For sale by Crenshaw & Young. 3-8m1

R. E. Fleming and family left Thursday morning for Mexico, Mo., where they will spend a couple of months and then go to Chicago, where they will in the future reside.

Couldn't help getting a cold never cures it; but carrying home a bottle of Ballard's Horehound Syrup, and using it as directed, will cure the worst kind of cough or cold. Price, 25 and 50 cents. For sale by Crenshaw & Young. 3-8m1

Horace Blackwell, Oscar Thomas, Young Hicklin and F. G. McFadin returned from Nebraska Sunday. All the alleged horse thieves were convicted but had not been sentenced when the Missourians left for home.

Children often inherit feeble digestive power and colic of a more or less severe character results, when food is taken which is at all difficult to digest. White's Cream Vermifuge acts as a general and permanent tonic. Price, 25 cents. For sale by Crenshaw & Young. 3-8m1

Gratz Brown Strickler, a cadet at Westworth in 1888 and very popular in Lexington, spent Saturday night at the academy. Mr. Strickler is now a civil engineer in the employ of the government in the department of construction. His headquarters are at Clinton, Iowa.

For all pulmonary troubles Ballard's Horehound Syrup, taken in early stages, proves a certain and sure specific. It is equally effective in croup and whooping cough, and if used in season prevents the further development of consumption. Price, 25 and 50 cents. For sale by Crenshaw & Young. 3-8m1

Married, at the home of the bride's parents, Mr. and Mrs. Geo. P. Gordon, near Corder, at high noon, Wednesday, March 12, Mr. Ambrose H. Stafford, of Lewis county and Miss Lulu Gordon. The young couple left on the evening train for Chicago and the east on a bridal tour.

Are you sick? If so, investigate the merits of Herbin's. It is a concentrated medicine, the dose is small, yet it quickly produces the most gratifying results, digestion improves, the lips and cheeks lose their pallor, the eyes become bright and the step elastic. Price, 50 cents. For sale by Crenshaw & Young. 3-8m1

During Mr. Whiteside's engagement at the Century theatre, St. Louis, a few weeks since, the Republic had the following unique comment upon his work: "Mr. Whiteside is like olives; after you have learned to like his methods you crave him. His peculiarities of pose, his fondness for intense situations are part of the entrancing Whiteside flavor." At New Grand opera house March 17.

TO CURE A COLO IN ONE DAY Take Laxative Bromo Quinine Tablets. All druggists refund the money if it fails to cure. E. W. Grove's signature is on each box. 2c.

A

## GREAT OFFER

FOR \$1.25

YOU GET THE

Lexington Intelligencer,

The Live Stock Indicator,

Special Farmers' Institute Edition,

The Poultry Farmer.

All for the Price of The Intelligencer for One Year Plus 25 Cents

This offer is open to all subscribers, viz: Those who are paid up in advance for the Intelligencer. Those who are in arrears and will pay up one year in advance for the Intelligencer. All new cash subscribers to the Intelligencer.

### THE OFFER UNPRECEDENTED!

The Intelligencer	\$1.00
Live Stock Indicator	1.00
Special Farmers' Institute Edition	.50
The Poultry Farmer	.50
<b>Total</b>	<b>\$3.00</b>

In Other Words You Get \$3.00 FOR \$1.25.

The Intelligencer, fresh from the county seat contains every item of County News Each Week.

The other three are first class journals in their especial lines

### SAMPLE COPIES

of all these papers furnished on application. Either call at our office or write enclosing postal order . . . . .

THE INTELLIGENCER LEXINGTON, - MISSOURI.